IGORA ROYAL SENEA

IGORA ROYAL SENEA by Schwarzkopf Professional is an oxidative hair coloration for use on delicate scalp. IGORA ROYAL SENEA provides scientifically proven high scalp comfort and at the same time up to 40% (Fashion Shades) to 90% (Natural Shades) white hair coverage and long-lasting, intense colour results for a professional in-salon service to cater to clients' needs. Building on the reliable, high-performance platform of IGORA ROYAL, IGORA ROYAL SENEA additionally contains the unique SensoCalm-Technology. The SensoCalm-Technology developed for maximum scalp comfort is based on a colour formulation with the soothing plant extract of Boerhavia Diffusa and a combination of specifically selected dyestuffs.

WHAT IS IGORA ROYAL SENEA?
• IGORA ROYAL SENEA is the 1st ECARF-certified* hair colouration for delicate scalp.
• It provides long-lasting, intense colour results and scientifically proven high scalp comfort.

* The non-profit organization ECARF (European Centre for Allergy Research Foundation) certifies products with the ECARF seal that demonstrate an improved and more convenient life for people who suffer from allergies. Certification with the seal is based on criteria developed using the most recent research findings.

FOR WHICH CLIENTS?
Existing clients:
• Clients who currently accept discomfort during the colouration process for lack of a better option.
• Clients who currently only get a demi-permanent colour service (limiting white hair coverage and colour retention). Hint: Offer IGORA ROYAL SENEA as a specialty colour service for sensitive scalp clients, increasing your service revenue by offering a high end colour service!

New (colour) clients:
• Clients with sensitive scalp who love intense, permanent natural-looking or fashion shades.
• Clients with concerns who currently do not get a colour service for fear of scalp discomfort during the colouration process.
• Lapsed colour clients who have stopped colouring due to irritations and discomfort during the colouration process.

THE IGORA ROYAL SENEA SENSOCALM-TECHNOLOGY

<table>
<thead>
<tr>
<th>Soothing Agent</th>
<th>Hair dye</th>
<th>Alkalizing Agent</th>
</tr>
</thead>
<tbody>
<tr>
<td>In IGORA ROYAL SENEA an extract of Boerhavia Diffusa, is used as soothing agent. The extract of this plant is an active ingredient rich in hydroxybenzoic compounds of the plant roots. Boerhavia Diffusa is well known for its soothing properties and restoring the softness of skin. Often recommended and used in treatment products, it offers an appreciated time out for delicate skin from external stresses.</td>
<td>The IGORA ROYAL SENEA formulation is based on the hair dye Hydroxyethyl-p-Phenylenediamine Sulfate (HEP). It is an oxidative dye which makes the hair colouration permanent and long lasting. The formulation has a proven skin compatibility and is therefore recommended by dermatologists.</td>
<td>IGORA ROYAL SENEA is ammonia-free. Monoethanolamine is used as the Alkalizing Agent instead. The alkalizing agent is responsible for the swelling of hair and the opening of its cuticle layers, thereby allowing ingredients to penetrate deeply into the hair shaft. In combination with hydrogen peroxide the natural pigment Melanin is lightened and the oxidative hair colour is formed.</td>
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</tbody>
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THE IGORA ROYAL SENEA COLOR COLLECTION

WHAT IS IT NOT?

- A universal non-allergy colouration per se suitable for all clients. **There is NO permanent oxidative non-allergy colouration.** Allergies can occur any time, to any customer, both due to artificial or natural ingredients.
- A colouration for clients with suspicion of allergy to hair colourations: Make sure to ask your client if they reacted to hair colourations before. If so, do **NOT** perform the colouration and recommend allergy testing by a dermatologist.

HEALTH & SAFETY INSTRUCTIONS

- Always perform an **Allergy Alert Test** or the **Colour Client Consultation Questionnaire** each time prior to product use, even for clients who have coloured their hair with IGORA ROYAL SENEA before.
- Always read and follow all safety instructions.
- To rule out cross reactions, for persons allergic to p-Phenylenediamine (PPD) or p-Toluenediamine (Toluene-2,5-Diamine, PTD), a **pre-test** with the product by a dermatologist is required prior to the first application of IGORA ROYAL SENEA.
- In case of any **adverse reaction**, please always note batch code of the respective product(s), keep product(s) for further evaluation, take a picture of the adverse reaction and note details on chronology of symptoms and kind of symptoms, (time period from application until onset, location of symptoms).

DIFFERENT TYPES OF REACTIONS TO HAIR COLOURATION

There are two main types of adverse reactions that may be experienced: **irritant reactions** and **allergic reactions**. ‘Allergy’ is a term that is often falsely used to describe all kinds of adverse or discomfort reactions. In fact, many clients may have experienced some sort of sensory perception during hair colouring sometime in the past, but only a very small number of these reactions are an allergy while the majority is of an irritant origin.

For detailed information, please refer to our website: [www.schwarzkopfpro.com](http://www.schwarzkopfpro.com)

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THE IGORA ROYAL SENEA COLOR COLLECTION

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**Features**

- Up to 90% white hair coverage with Natural Shades
- Up to 40% white hair coverage with Fashion Shades
- Up to 2 levels of lift

**Mixing Ratio**

- 1:1

**IGORA ROYAL Oil Developer**

- 3% 10 Vol.
- 6% 20 Vol.

**Development Time**

- 30-45min